

BBM Fall 2012 Surveys - Astral Radio, Canada's number one radio broadcaster with more than 15 Million Canadian Listeners!



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Montreal, December 6, 2012 - The Fall 2012 BBM/PPM Survey results reaffirm Astral Radio's standing with a projected national weekly reach of more than 15 Million Canadian Listeners of measured stations across the country. Today's PPM data release shows excellent results for Astral Radio in the Toronto, Montreal, Vancouver, Calgary and Edmonton markets.

Toronto market

Astral Radio stations capture 20.1 Commercial Market Share points among Adult 25-54 listeners in Toronto. Virgin Radio 99.9 holds the #3 rank position. Boom 97.3 attracts higher tuning among Male Listeners; gains in market share +12.4% Males 18-49 from 7.4 to 8.3. NEWSTALK 1010 CFRB shows the biggest percent gain in the market for share of Adult 25-54 tuning of +35% from 2.5 to 3.4, Summer to Fall 2012. Toronto's NEWSTALK has the #1 position for Time Spent Listening.

Montreal market

The three Astral Radio English stations account for 74% of the Commercial Market Share points among the reported English broadcast stations of Adults 25-54 Tuning. Virgin Radio 96 posts 32%, CHOM 97.7 with 25% and NEWSTALK RADIO CJAD 800 AM with 17.4% up two points over the last BBM Survey. In the Montreal Francophone Market Listeners 25-54, Astral Radio Stations 107.3 Rouge fm and NRJ Montreal 94.3 combined total almost a third of tuning (31.2%).

Vancouver market

Virgin Radio 95.3 jumps from #3 to #1 on Market Share with Adults 25-54 in Vancouver based on the gain from 11.6 to 13.3 Commercial Share points in this survey over last (+14.7%). With SHORE 104 & AM 650, Astral Radio has 17% of 25-54 commercial radio tuning in the Vancouver CMA.

Calgary market

It is a tie for #3 position: CJAY 92 and Virgin Radio 98.5 each lock in with 9.2 commercial share points with Calgary's Adult 25-54 radio tuning. The split, Virgin Radio 98.5 ranks #2 among Females 25-54 with 10.9 share, CJAY 92 has bragging rights for being #1 among Males 25-54 with a 13.1 Share. With Classic Country AM 1060, Astral Radio Calgary Adult 25-54 Market Share totals 18.6.

Edmonton market

Astral Radio Edmonton's Adult 25-54 commercial market share, is up 9.6% from the last BBM 13-Week Survey (17.2 vs. 15.7). Despite the significant increase in share level from 9.0 to 10.2, THE BEAR stays in the #3 position. Mass appeal, THE BEAR picked up tuning of younger listeners 18-34, 35+, Females... overall Hours Tuned 2+ increased by 16.7% for the Rock station. Overall hours tuned to The Team 1260 increased by 12.3%. Virgin Radio 104.9 stays in the top-tier stations in terms of average daily reach; #3 Adults 18-49 / 25-54 and #2 Females 18-49/Females 25-54.

For more in-depth information on the BBM surveys, we invite you to visit survey.astralradio.ca or contact us research@astralradioplus.com.

The entire Astral Radio team would like to take this opportunity to thank its many listeners and loyal advertisers who have allowed it to consolidate its leadership in Canada's radio market!

Source: For all 'Local Commercial Market Share based on stations reported: Adults 25-54 Mon-Sun 2a-2a / (Fall 2012: August 27 - November 25, 2012), (Summer: May 28 - August 26, 2012)

About Astral

Founded in 1961, Astral one of Canada's largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers alike. To learn more about Astral, go to astral.com.

- 30 -

For more information

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